Estimate Number

\$275.00 NI

\$275.00 NI

\$275.00 N

\$275.00 N

Advertiser

**Priorities USA Action** 



**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410

Billing: (407)389-7661

Main: (561)694-2525

www.thewpbfchannel.com

Billing Address:

**Targeted Platform Media** Attention: Accounts Payable 1291 Hollywood Ave Annapolis, MD 21403

Send Payment To:

**WPBF** PO Box 26885 Lehigh Valley, PA 18002-6885

Th 09/08/16

F

M

M

09/09/16

09/12/16

09/12/16

11:50 PM Jimmy Kimmel

11:51 PM Jimmy Kimmel

12:01 AM Jimmy Kimmel

12:31 AM Jimmy Kimmel

2

4

6

3

**WPBF** 

**WPBF** 

**WPBF** 

**WPBF** 

Invoice #	Invoice Date	***************************************	Invoice Period
1474247-1	09/18/16	September 2016	08/29/16 - 09/12/16

Sales Office Sales Region **Account Executive** Property HRP -Washingto National Mica Hansen **WPBF** 

Product

:30 PRATV1620H

:30 PRATV1624H

:30 PRATV1624H

:30 PRATV1624H

PRIORITIES US	SA ACTIO 4	554	
Flight Dates 09/06/16 - 09/12/16	Order # 1474247	1	Alt Order # 08223406
Billing Calendar Broadcast	Billing Type Cash		Deal #
Special Handling			
Agency Code	Advertiser Co 750	<u>de</u>	Product 1/2 760
Agency Ref	Advertiser Re	f	

											Sı	oots/				
Line Star	rt Date	End	Date	e Desc	cription	Start/	End Time	МТ	WTFSS	Length	W	eek	Rate	Туре		
1 09/0 Clas	06/16 ss of Ti	09/1 me - P	2/16 re-e	THE mptible wi	CHEW th notice	1P-2F	)	МТ	WTF	:30		5	\$350.00	NM		
Wee		Start 09/06	Date		ate MTWTFS		ots/Week 5	 \$	Rate 350.00							
Spots:	# <u>Ch</u>			Air Date	Air Time Des		_		Start/End Tim	ne <u>Ler</u>	igth A	d-ID			<u>Rate</u>	Type
	<u>r 011</u> 3 WF			09/06/16	1:31 PM TH				1P-2P		:30 P	RATV1620	Н		\$350.00	NN.
				09/07/16	1:33 PM TH				1P-2P		:30 P	RATV1620	н		\$350.00	NIV
				09/08/16	1:30 PM TH				1P-2P		:30 P	RATV1620	н		\$350.00	NN
				09/09/16	12:59 PM TH				1P-2P		:30 P	RATV1624	Н		\$350.00	NN.
				09/12/16	12:59 PM TH				1P-2P		:30 P	RATV1624	н		\$350.00	NI
2 09/	06/16		12/16 Pre-e	T-F,	M WPBF News	25 @ 11-11	1:35PM	тм	WTF	:30	)	5	\$750.00	NM		
Wee		Start 09/0	Dat	e End C	ate MTWTFS		ots/Week 5	9	<u>Rate</u> 3750.00							
Spots:	# Ch			Air Date	Air Time De		_		Start/End Tim	ne Ler	igth A	d-ID			Rate	Typ
•		-		09/06/16	11:15 PM T-F		News 25 @	11PM	11-11:35PM		:30 P	RATV1620	Н		\$750.00	NI
				09/07/16	11:29 PM T-F						:30 P	RATV1620	Н		\$750.00	NI
				09/08/16	11:10 PM T-F						:30 P	RATV1620	)H		\$750.00	NI (
	-	-		09/09/16	11:24 PM T-F						:30 P	RATV1624	lн		\$750.00	IN (
	•		-	09/12/16	11:15 PM T-F						:30 P	RATV1624	lн		\$750.00	NI C
3 09/	06/16	09/	12/1	6 Jimi	my Kimmel e-emptible with	1135	P-1238A		TWTF	:3	0	6	\$275.00	NM		
	eks:	Star					ots/Week		Rate							
		09/0					6		\$275.00						Dete	Tvo
Spots:	# Ch	<u>1</u>	)ay	Air Date	Air Time De				Start/End Tin	_	ngth A		N.,		<u>Rate</u> \$275.00	
Ì	1 W	PBF	Tu	09/06/16	11:59 PM Jin	nmy Kimme	l		1135P-1238			RATV1620			·	
	5 W	PBF	W	09/07/16	12:16 AM Jin	nmy Kimme	i		1135P-1238	A		PRATV1620			\$275.00	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

1135P-1238A

1135P-1238A

1135P-1238A

1135P-1238A

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby representations are considered as a constant of the basis of the basi and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the

Send Payment To:



WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 1474247-1 | 09/18/16 | September 2016 | 08/29/16 - 09/12/16

Advertiser Product Estimate Number
Priorities USA Action PRIORITIES USA ACTIO 4554

VATATA!	thew	obfchai	nnel.com

ww.tnewpoichar			-intinu	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
ine Start Da 4 09/06/16			ription -1P Access Holly		MTWTF	:30	5	\$275.00	NM	
Class of	Time - Pre-e	mptible wit	h notice							
Weeks:	Start Dat	e End Da	ate MTWTFSS	Spots/Week 5	<u>Rate</u> \$275.00					
O # (	09/06/16	09/12/ Air Date	16 MTWTF Air_Time_Descri	•	Start/End Time	Length	Ad-ID			Rate Typ
		09/06/16		1P Access Hollywood	1230-1p	:30	PRATV1620H			\$275.00 N
		09/07/16		1P Access Hollywood	1230-1p	:30	) PRATV1620H			\$275.00 NI
		09/08/16		1P Access Hollywood	1230-1p	:30	) PRATV1620H			\$275.00 NI
		09/09/16		1P Access Hollywood	1230-1p	:30	) PRATV1624H			\$275.00 NI
		09/12/16		1P Access Hollywood	1230-1p	:30	PRATV1624H			\$275.00 N
5 09/06/10 Class of	6 09/12/1 f Time - Imm	6 Night	tline e-emptible without	1238-107A t notice	MTWTF	:30	5	\$125.00	NM	
Weeks:	Start Da 09/06/16	te End D	ate MTWTFSS	Spots/Week 5	<u>Rate</u> \$125.00					
Spots: #		Air Date	Air Time Descr	iption	Start/End Time		n Ad-ID			Rate Tyr
. –		09/06/16	12:52 AM Nightl	ine	1238-107A		) PRATV1620H			\$125.00 N
4	WPBF W	09/07/16	12:52 AM Nightl	ine	1238-107A		) PRATV1620H			\$125.00 N
5	WPBF Th	09/08/16	12:52 AM Nightl	ine	1238-107A		0 PRATV1620H			\$125.00 N
2	WPBF F	09/09/16	1:02 AM Nighti	ine	1238-107A		0 PRATV1624H			\$125.00 N
	WPBF M	09/12/16	12:52 AM Nightl	ine	1238-107A	:3	0 PRATV1624H			\$125.00 N
6 09/06/1 Class o	6 09/12/1 f Time - Pre-	6 WPE	3F News 25 @ No	oon 12pm-1230pm	MTWTF	:30	5	\$400.00	NM	
Weeks:	Start Da	te End D	ate MTWTFSS	Spots/Week	Rate					
	09/06/10			5	\$400.00	Longi	h Ad-ID			Rate Ty
• –		Air Date	Air Time Desci		Start/End Time		<u>11 70-10</u> () PRATV1620H			\$400.00 N
•		09/06/16		F News 25 @ Noon	12pm-1230pm 12pm-1230pm		0 PRATV1620H			\$400.00 N
_		09/07/16		F News 25 @ Noon	12pm-1230pm		0 PRATV1620H			\$400.00 N
		09/08/16		F News 25 @ Noon	12pm-1230pm		O PRATV1624H			\$400.00 N
-	WPBF F	09/09/16		F News 25 @ Noon	12pm-1230pm		0 PRATV1624H			\$400.00 N
1	WPBF M	09/12/16		F News 25 @ Noon					NIA 6	
7 09/06/1 Class of	6 09/12/ of Time - Imm	I6 GEN nediately Pr	NERAL HOSPITA re-emptible withou	L GENERAL HOSP it notice	IT MTWTF	:30	5	\$350.00 	NM 	
Weeks:				Spots/Week 5	<u>Rate</u> \$350.00					
04 #	09/06/1	Air Date	Air Time Desc		Start/End Time	Lengi	th Ad-ID			Rate Ty
Spots: #		09/06/16		ERAL HOSPITAL	GENERAL HO		0 PRATV1620H	ı		\$350.00
2		09/07/16		ERAL HOSPITAL	GENERAL HO		0 PRATV1620H	I		\$350.00 I
1		09/08/16		ERAL HOSPITAL	GENERAL HO	SPIT :3	0 PRATV1620H	I		\$350.00
5	WPBF Th	09/09/16		ERAL HOSPITAL	GENERAL HO		0 PRATV1624	I		\$350.00
4	WPBF M	09/12/16		ERAL HOSPITAL	GENERAL HO		0 PRATV1624			\$350.00
8 09/06/	16 09/12/	16 Dr.	Oz	3-4p	MTWTF	:30	5	\$225.00	) NM	
Class (	Start D	ate End l		Spots/Week	<u>Rate</u> \$225.00					
	09/06/1				Start/End Time	e Lena	th Ad-ID			Rate T
Spots: #		Air Date	Air Time Desc		3-4p		30 PRATV1620	4		\$225.00
4		09/06/16	3:32 PM Dr. C		3-4p		30 PRATV1620I			\$225.00
1 -		09/07/16	3:26 PM Dr. C		3-4p		30 PRATV1620I			\$225.00
5	WPBF Th	09/08/16	3:21 PM Dr. C		3-4p		30 PRATV1624			\$225.00 I

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3-4p

3:18 PM Dr. Oz

WPBF F 09/09/16

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WPBF PO Box 26885 Lehigh Valley, PA 18002-6885 
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1474247-1
 09/18/16
 September 2016
 08/29/16 - 09/12/16

Advertiser
Priorities USA Action
PRIORITIES USA ACTIO

Estimate Number
4554

18/18/18/	thewpbfchannel.com
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				Spots/			
e Start Date End Date Descrip	otion Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
8 09/06/16 09/12/16 Dr. Oz Class of Time - Immediately Pre-e	3-4p	MTWTF	:30	5	\$225.00	NM	
	Air Time Description	Start/End Time	Length	Ad-ID	-		Rate I
P	3:29 PM Dr. Oz	3-4p	:30	PRATV1624H		_	\$225.00
		MTHE	:30	5	\$400.00	NM	
9 09/06/16 09/12/16 Ellen Class of Time - Immediately Pre-e	4-5p emptible without notice	MTWTF	.50		Ψ+00.00 —————————————————————————————————		
Weeks: Start Date End Date 09/06/16 09/12/16	e MTWTFSS Spots/Week	<u>Rate</u> \$400.00					
	Air Time Description	Start/End Time		Ad-ID			Rate 1
2 WPBF Tu 09/06/16	4:31 PM Ellen	4-5p		) PRATV1620H			\$400.00
3 WPBF W 09/07/16	4:23 PM Ellen	4-5p		) PRATV1620H			\$400.00
5 WPBF Th 09/08/16	4:40 PM Eilen	4-5p		) PRATV1620H			\$400.00
4 WPBF F 09/09/16	4:32 PM Ellen	4-5p	:30	) PRATV1624H			\$400.00
	4:36 PM Ellen	4-5p	:30	PRATV1624H			\$400.00
10 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with	News 25 5-6:00am5:00-6:00am	MTWTF	:30	5	\$200.00	NM	
Weeks: <u>Start Date</u> <u>End Dat</u> 09/06/16 09/12/16	te MTWTFSS Spots/Week	Rate \$200.00					V.
•••••	Air Time Description	Start/End Time	Length	n Ad-ID			<u>Rate</u>
5 WPBF Tu 09/06/16	5:09 AM WPBF News 25 5-6:00an		:30	) PRATV1620H			\$200.00
1 WPBF W 09/07/16	5:09 AM WPBF News 25 5-6:00an		:30	) PRATV1620H			\$200.00
2 WPBF Th 09/08/16	5:27 AM WPBF News 25 5-6:00ar		:30	) PRATV1620H			\$200.00
4 WPBF F 09/09/16	5:23 AM WPBF News 25 5-6:00ar		:30	0 PRATV1624H			\$200.00
3 WPBF M 09/12/16	5:25 AM WPBF News 25 5-6:00ar		:30	O PRATV1624H			\$200.00
11 09/06/16 09/12/16 M-F 5p	pm News 5-6pm	MTWTF	:30	5	\$700.00	NM	
Class of Time - Pre-emptible with	notice		:30	5	\$700.00	NM	
Class of Time - Pre-emptible with  Weeks: Start Date End Date 09/06/16 09/12/10	notice te MTWTFSS Spots/Week 6 MTWTF 5	<u>Rate</u> \$700.00			\$700.00	NM	Pate
Class of Time - Pre-emptible with  Weeks: Start Date End Date 09/06/16 09/12/10	notice te MTWTFSS Spots/Week 6 MTWTF 5 Air Time Description	<u>Rate</u> \$700.00 <u>Start/End Time</u>	Lengt	h Ad-ID		NM	
Class of Time - Pre-emptible with  Weeks: Start Date End Date 09/06/16 09/12/10	notice te MTWTFSS Spots/Week 6 MTWTF 5	Rate \$700.00 Start/End Time 5-6pm	<u>Lengt</u> :3	h <u>Ad-ID</u> 0 PRATV1620H	l	NM	\$700.00
Class of Time - Pre-emptible with  Weeks: Start Date End Date 09/06/16 09/12/10  pots: # Ch Day Air Date	notice te MTWTFSS Spots/Week 6 MTWTF 5 Air Time Description 5:43 PM M-F 5pm News 5:41 PM M-F 5pm News	Rate \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm	<u>Lengt</u> :3	<u>h Ad-ID</u> O PRATV1620H O PRATV1620H	1	NM	\$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date End Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16	notice           te         MTWTFSS         Spots/Week           6         MTWTF         5           Air Time         Description           5:43 PM M-F 5pm News           5:41 PM M-F 5pm News           5:44 PM M-F 5pm News	<u>Rate</u> \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm	<u>Lengt</u> :3 :3	h <u>Ad-ID</u> O PRATV1620H O PRATV1620H O PRATV1620H	 	NM	\$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with           Weeks:         Start Date 09/06/16         End Date 09/12/10           pots:         # Ch Day Air Date 5         WPBF Tu 09/06/16           2         WPBF W 09/07/16	notice	Rate \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm 5-6pm	<u>Lengt</u> :3 :3 :3	h <u>Ad-ID</u> O PRATV1620H O PRATV1620H O PRATV1620H O PRATV1624H		NM	\$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date	notice           te         MTWTFSS         Spots/Week           6         MTWTF         5           Air Time         Description           5:43 PM M-F 5pm News           5:41 PM M-F 5pm News           5:44 PM M-F 5pm News	<u>Rate</u> \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm	<u>Lengt</u> :3 :3 :3	h <u>Ad-ID</u> O PRATV1620H O PRATV1620H O PRATV1620H		NM	\$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date	Notice	Rate \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm 5-6pm	<u>Lengt</u> :3 :3 :3	h <u>Ad-ID</u> O PRATV1620H O PRATV1620H O PRATV1620H O PRATV1624H		NM	\$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with Weeks: Start Date End Da	Notice	Rate \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm 5-6pm	<u>Lengt</u> :3 :3 :3 :3	h <u>Ad-ID</u> O PRATV1620H O PRATV1620H O PRATV1620H O PRATV1624H O PRATV1624H			\$700.00 \$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16  12 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date End Da 09/12/16	Notice	Rate \$700.00 <u>Start/End Time</u> 5-6pm 5-6pm 5-6pm 5-6pm MTWTF	Lengt :3 :3 :3 :3 :3 :30	h Ad-ID 0 PRATV1620H 0 PRATV1620H 0 PRATV1620H 0 PRATV1624H 5 5	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  oots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16  12 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 09/12/12  pots: # Ch Day Air Date	Notice   te   MTWTFSS   Spots/Week	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time	Lengt :3 :3 :3 :3 :3 :30	h Ad-ID 0 pratv1620h 0 pratv1620h 0 pratv1620h 0 pratv1624h 0 pratv1624h	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 09/12/16 pots: # Ch Day Air Date 1 WPBF Tu 09/06/16 1 WPBF Tu 09/06/16 1 WPBF Tu 09/06/16	Notice   te   MTWTFSS   Spots/Week	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time	Lengt :3 :3 :3 :3 :30	h Ad-ID 0 PRATV1620H 0 PRATV1620H 0 PRATV1620H 0 PRATV1624H 5 5	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16  12 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 09/12/16 UPBF O9/06/16 09/12/16  Weeks: Start Date 09/12/16 UPBF Day Air Date 1 WPBF Tu 09/06/16 2 WPBF W 09/07/16	Notice	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM	Lengt :3 :3 :3 :30 :30 :3 :3 :3 :3 :3 :3	h Ad-ID O PRATV1620H O PRATV1620H O PRATV1624H O PRATV1624H 5	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 Rate \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date End Da 09/06/16 09/12/16 09/12/16  WPBF Tu 09/06/16 09/12/16 WPBF WPBF WPBF Tu 09/06/16 09/12/16  WPBF Tu 09/06/16 2 WPBF W 09/07/16 4 WPBF Th 09/08/16	Notice   te   MTWTFSS   Spots/Week	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM PM 6-6:30PM	Lengt :3 :3 :3 :30 :30 :3 :3 :3 :3	h Ad-ID 0 PRATV1620H 0 PRATV1620H 0 PRATV1624H 0 PRATV1624H 5	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00 \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16  12 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 5 09/12/16 WPBF W 09/06/16 09/12/16  Epots: # Ch Day Air Date 1 WPBF Tu 09/06/16 2 WPBF W 09/07/16	Notice   te   MTWTFSS   Spots/Week	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM	Lengt :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3	h Ad-ID O PRATV1620H O PRATV1620H O PRATV1624H O PRATV1624H 5  th Ad-ID O PRATV1620H O PRATV1620H	\$800.00		\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00 \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 1 WPBF Day Air Date 1 WPBF Tu 09/06/16 2 WPBF Tu 09/06/16 2 WPBF Tu 09/06/16 2 WPBF Tu 09/06/16 3 WPBF Th 09/08/16 3 WPBF Th 09/08/16 3 WPBF Th 09/08/16 5 WPBF M 09/12/16	Notice   te   MTWTFSS   Spots/Week   6   MTWTF   5	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM	Lengt :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3	h Ad-ID O PRATV1620+ O PRATV1620+ O PRATV1624+ O PRATV1624+ 5  h Ad-ID O PRATV1620+ O PRATV1620+ O PRATV1620+ O PRATV1620+ O PRATV1620+	\$800.00	NM	Rate \$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00 \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 09/12/16 WPBF D9/06/16 09/12/16  Spots: # Ch Day Air Date 1 WPBF Tu 09/06/16 2 WPBF Tu 09/06/16 2 WPBF W 09/07/16 4 WPBF Th 09/08/16 3 WPBF Th 09/08/16 3 WPBF F 09/09/16 5 WPBF M 09/12/16  13 09/06/16 09/12/16 WPBF Class of Time - Pre-emptible with	Notice   te   MTWTFSS   Spots/Week   6   MTWTF   5	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM	Lengt :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3 :3	h Ad-ID 0 PRATV1620H 0 PRATV1620H 0 PRATV1624H 0 PRATV1624H 5 ch Ad-ID 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H	\$800.00	NM	\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00 \$800.00 \$800.00
Class of Time - Pre-emptible with  Weeks: Start Date 09/06/16 09/12/10  pots: # Ch Day Air Date 5 WPBF Tu 09/06/16 2 WPBF W 09/07/16 3 WPBF Th 09/08/16 4 WPBF F 09/09/16 1 WPBF M 09/12/16 WPBF Class of Time - Pre-emptible with  Weeks: Start Date 09/12/16 WPBF Weeks: Start Date 09/06/16 2 WPBF Tu 09/06/16 2 WPBF Tu 09/06/16 2 WPBF W 09/07/16 4 WPBF Th 09/08/16 3 WPBF Th 09/08/16 3 WPBF F 09/09/16 5 WPBF M 09/12/16	Notice   te   MTWTFSS   Spots/Week   6   MTWTF   5	Rate \$700.00 Start/End Time 5-6pm 5-6pm 5-6pm 5-6pm MTWTF Rate \$800.00 Start/End Time PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM PM 6-6:30PM	Lengt :3 :3 :3 :3 :30 :4 :4 :4 :4 :4 :4 :4 :4 :4 :4 :4 :4 :4	h Ad-ID 0 PRATV1620H 0 PRATV1620H 0 PRATV1624H 0 PRATV1624H 5 ch Ad-ID 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H 10 PRATV1620H	\$800.00	NM	\$700.00 \$700.00 \$700.00 \$700.00 \$700.00 \$800.00 \$800.00 \$800.00 \$800.00

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Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 1474247-1 | 09/18/16 | September 2016 | 08/29/16 - 09/12/16

Advertiser Priorities USA Action PRIORITIES USA ACTIO Estimate Number 4554

www.thewpbfchannel.com	www.	thew	obfcha	nnel	com
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									Spots/				
ne Start D	ate E	nd Da	te Desc	cription		Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
13 09/06/	16 09	9/12/1 Bro	6 WPB	3F News 2	5 Morning	6-7AM	MTWTF	:30	5	\$525.00	NM		
	Ch		Air Date	Air Time	Descripti	on .	Start/End Time	Length	Ad-ID			Rate	Typ
Spots: #	WPBF		09/06/16			ews 25 Mornings	6-7AM	:30	PRATV162	Он		\$525.00	N
2			09/07/16			ews 25 Mornings	6-7AM	:30	PRATV162	ОН		\$525.00	N
5	WPBF					ews 25 Mornings	6-7AM	:30	PRATV162	0н		\$525.00	N
4	WPBF		09/08/16			ews 25 Mornings	6-7AM		PRATV162			\$525.00	N
3	WPBF	F	09/09/16			ews 25 Mornings	6-7AM		PRATV162			\$525.00	
1	WPBF	M	09/12/16		-		MTWTF	:30	5	\$1,700.00	NM		
14 09/06/ Class	16 0 of Time	9/12/1 - Pre-	6 Whe emptible wi			7-7:30PM							
Weeks		art Da /06/16			<u>WTFSS</u> WTF	Spots/Week 5	<u>Rate</u> \$1,700.00						_
Spots: #	Ch		Air Date	Air Time	Descript	<u>on</u>	Start/End Time	<u>Length</u>				Rate	
3	WPBF		09/06/16	7:11 PI	M Wheel C	f Fortune	7-7:30PM		PRATV162			\$1,700.00	
2	WPBF		09/07/16	7:17 PI	M Wheel C	f Fortune	7-7:30PM	:30	PRATV162	20н		\$1,700.00	
5	WPBF		09/08/16	7:12 PI	M Wheel C	f Fortune	7-7:30PM	:30	PRATV162	20н		\$1,700.00	
4	WPBF	F	09/09/16		M Wheel C		7-7:30PM	:30	PRATV162	24н		\$1,700.00	N
1	WPBF	M	09/12/16		M Wheel C		7-7:30PM	:30	PRATV162	24н		\$1,700.00	N
15 09/06/	/16 0	9/12/°	l6 Good emptible wi	d Morning	America	7-9AM	MTWTF	:30	5	\$625.00	NM		
Weeks	s: <u>St</u>	art Da	te End D	Date MT	WTFSS	Spots/Week	Rate \$625.00						
		/06/1			WTF	5	Start/End Time	Length	Ad-ID			Rate	Τv
Spots: #	<u>Ch</u>		Air Date		e <u>Descript</u>		7-9AM		) PRATV162	20н		\$625.00	
4	WPBF		09/06/16			orning America			) PRATV162			\$625.00	
3	WPBF		09/07/16			orning America	7-9AM		) PRATV162			\$625.00	
2	WPBF	Th	09/08/16			orning America	7-9AM		) PRATV162			\$625.00	
1	WPBF	F	09/09/16			orning America	7-9AM					\$625.00	
5	WPBF	М	09/12/16	7:25 A	M Good M	orning America	7-9AM	:30	PRATV162			φυ <u>2</u> 5.00	_
16 09/06 Class	/16 (	9/12/ - Pre	16 Jeor	pardy vith notice		7:30-8PM	MTWTF	:30	5	\$1,900.00	NM ————		
Weeks	s: <u>S</u>	art Da	ate End C	Date MT	WTFSS WTF	Spots/Week 5	<u>Rate</u> \$1,900.00						
Spots: #	Ch		Air Date	Air Tim	e Descrip	tion_	Start/End Time		<u>1 Ad-ID</u>			<u>Rate</u>	
5	WPBF		09/06/16	7:35 P	M Jeopard	У	7:30-8PM	:30	) PRATV16	20н		\$1,900.00	
1	WPBF		09/07/16	7:41 P	M Jeopard	У	7:30-8PM	:30	) PRATV16	20н		\$1,900.0	
2	WPBF		09/08/16		M Jeopard		7:30-8PM	:30	) PRATV16	20н		\$1,900.0	
	WPBF		09/09/16		M Jeopard	-	7:30-8PM	:30	) PRATV16	24н		\$1,900.0	o I
4	WPBF		09/12/16		M Jeopard	•	7:30-8PM	:30	0 PRATV16	2 <u>4</u> H		\$1,900.0	2
3			46 DIA	/TS PREM	MERE	8-10P	1	:30	1	\$2,600.00	NM		
17 09/12	2/16	09/12/											
17 09/12	2/16 s of Time	- Pre tart D	-emptible wate End I	vith notice Date M	TWTFSS	Spots/Week	Rate \$2,600,00						
17 09/12 Class Week	2/16 s of Time s: <u>S</u>	- Pre tart D 9/12/1	-emptible wate End I	vith notice Date M 8/16 1-		1	\$2,600.00	e Lengt	h Ad-ID			Rate	Ţ
17 09/12 Class	2/16 s of Time s: <u>S</u>	- Pre tart D 9/12/1 Day	-emptible wate End I	vith notice <u>Date</u> M  8/16 1- <u>Air Tim</u>	ne <u>Descrip</u>	1			h <u>Ad-ID</u> 0 pratv16	524н		<u>Rate</u> \$2,600.0	
17 09/12 Class Week Spots: # 1	2/16 s of Time s: S O Ch WPBF	- Pre tart D 9/12/1 Day M	-emptible wate End I 6 09/18 Air Date 09/12/16	vith notice Date M7 8/16 1- Air Tim 9:43 F	ne Descrip PM DWTS ews	1 tion	\$2,600.00 Start/End Time			524н \$125.00	NM		
17 09/12 Class Week Spots: # 1	2/16 s of Time s: \$0 Ch WPBF 0/16 s of Time (s: \$0	- Pre tart D 9/12/1 Day M 09/10 e - Pre	-emptible wate End I 6 09/18 Air Date 09/12/16 /16 Sate-emptible wate End I	vith notice  Date M1 8/16 1- Air Tim 9:43 F  t 5-6am Newith notice Date M1	ne Descrip PM DWTS ews	tion PREMIERE Sat 5-6am Spots/Week	\$2,600.00 <u>Start/End Time</u> 8-10P 2- <u>Rate</u>	:3	0 pratv16		NM		
17 09/12 Class Week Spots: # 1 19 09/10 Class	2/16 s of Time s: S 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	- Pre tart D 9/12/1 Day - M 09/10 e - Pre start D 9/05/	-emptible wate End I 6 09/18 Air Date 09/12/16 /16 Sate-emptible wate End I	vith notice  Date M1 8/16 1- Air Tim 9:43 F  t 5-6am Newith notice Date M1 1/16	ne Descrip PM DWTS ews	1 tion PREMIERE Sat 5-6am Spots/Week 2	\$2,600.00 <u>Start/End Time</u> 8-10P	:30	0 pratv16		NM		0_

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Send Payment To:



WPBF PO Box 26885 Lehigh Valley, PA 18002-6885

Invoice Month Invoice Period Invoice Date 08/29/16 - 09/12/16 September 2016 09/18/16 1474247-1

Estimate Number Product Advertiser 4554 PRIORITIES USA ACTIO **Priorities USA Action** 

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ine Start Date End Date Description Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
19 09/10/16 09/10/16 Sat 5-6am News Sat 5-6am Class of Time - Pre-emptible with notice	2-	:30	2	\$125.00	NM	
Spots:         #         Ch         Day         Air Date         Air Time         Description           1         WPBF         Sa         09/10/16         5:14 AM Sat 5-6am News           2         WPBF         Sa         09/10/16         5:56 AM Sat 5-6am News	Start/End Time Sat 5-6am Sat 5-6am	:3	n <u>Ad-ID</u> O PRATV16241 O PRATV16241			Rate Type \$125.00 NM \$125.00 NM
22 09/10/16 09/10/16 Sat 6-7am News Sat 6-7am Class of Time - Pre-emptible with notice	2-	:30	2	\$250.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS - 2         Spots/Week 2           Spots:         # Ch 09/05/16         Day Air Date Air Time Description 6:13 AM Sat 6-7am News 2         WPBF Sa 09/10/16 6:36 AM Sat 6-7am News	Rate \$250.00 Start/End Time Sat 6-7am Sat 6-7am	:3	<u>h Ad-ID</u> 0 pratv1624 0 pratv1624			Rate Type \$250.00 NM \$250.00 NM
23 09/10/16 09/10/16 Sat 7pm News 7-730pm Class of Time - Immediately Pre-emptible without notice	1-	:30	1	\$425.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS 09/05/Week 09/11/16         Spots/Week 09/11/16           Spots:         # Ch Day Air Date 1         Air Time Description 0         Date 1         Sat 7pm News 0           1         WPBF Sa 09/10/16 Credited         Sat 7pm News 0         Sat 7pm News 0	<u>Rate</u> \$425.00 <u>Start/End Time</u> 7-730pm	<u>Lenat</u> :0	h Ad-ID			<u>Rate Type</u> \$425.00 N/I
25 09/10/16 09/10/16 GMA Saturday 7-8am Sat 7am-8am Class of Time - Pre-emptible with notice	2-	:30	2	\$400.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS2         Spots/Week 2           Spots:         # Ch Day Air Date 1 WPBF         Air Date 3 Air Time Description 2         Pescription 3 AM GMA Saturday 7-8am 3           2 WPBF         Sa 09/10/16         7:58 AM GMA Saturday 7-8am 3	Rate \$400.00 <u>Start/End Time</u> Sat 7am-8am Sat 7am-8am	:3	<u>h Ad-ID</u> 0 pratv1624 0 pratv1624			<u>Rate</u> <u>Typ</u> \$400.00 N \$400.00 N
26 09/10/16 09/10/16 Sat Jeopardy Sat 7:30-8PM Class of Time - Immediately Pre-emptible without notice	1-	:30	1	\$625.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS 09/05/Week 09/11/16         Spots/Week 09/11/16           Spots:         # Ch Day Air Date 1         Air Time Description 09/10/16         Sat Jeopardy 09/10/16           1         WPBF Sa 09/10/16 07/10/16         Sat Jeopardy 09/10/16	Rate \$625.00 <u>Start/End Time</u> Sat 7:30-8PM		th Ad-ID			<u>Rate</u> <u>Tyr</u> \$625.00 N
27 09/10/16 09/10/16 Sat 8-9am News Sat 8-9am Class of Time - Pre-emptible with notice	2-	:30	2	\$350.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS 2 09/11/16         Spots/Week 2 2           Spots:         # Ch Day Air Date 1 WPBF Sa 09/10/16         Air Time Description 2 09/10/16         Description 2 09/10/16           1 WPBF Sa 09/10/16         8:14 AM Sat 8-9am News 2 09/10/16           2 WPBF Sa 09/10/16         8:37 AM Sat 8-9am News 2 09/10/16	Rate \$350.00 <u>Start/End Time</u> Sat 8-9am Sat 8-9am	::	<u>th Ad-ID</u> 30 PRATV1624 30 PRATV1624			Rate Tyr \$350.00 N \$350.00 N
36 09/08/16 09/08/16 \$100K Pyramid 8-9PM Class of Time - Immediately Pre-emptible without notice	1	:30	1	\$1,600.00	NM	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS Spots/Week 09/11/16         Spots/Week 09/11/16           Spots:         # Ch Day Air Date Air Time Description 1         Air Time Description 1         Description 2	Rate \$1,600.00 <u>Start/End Time</u> 8-9PM		th <u>Ad-ID</u> 30 pratv1620	Он		Rate Ty \$1,600.00 N
37 09/10/16 09/10/16 Sat Prime College Footba8-1130pm Class of Time - Pre-emptible with notice	1-	:30	1	\$2,800.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week	Rate		t week barret cor	n/hrondesstine/h	thowe-are	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

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**1** -5

Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 1474247-1
 09/18/16
 September 2016
 08/29/16 - 09/12/16

Advertiser Product Estimate Number
Priorities USA Action PRIORITIES USA ACTIO 4554

Spots/ Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type	
37 09/10/16 09/10/16 Sat Prime College Footba8-1130pm1- :30 1 \$2,800.00 NM Class of Time - Pre-emptible with notice	
09/05/16 09/11/161- 1 \$2,800.00 Spots: <u># Ch Day Air Date Air Time Description Start/End Time Length Ad-ID</u> 1 WPBF Sa 09/10/16 11:19 PM Sat Prime College Football 8-1130pm :30 PRATV1624н	Rate Type \$2,800.00 NV
38 09/07/16 09/07/16 Goldbergs 8-9PM2 :30 2 \$2,500.00 NM Class of Time - Pre-emptible with notice	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS 2 Spots/Week 2,500.00         Rate 2,500.00           Spots:         # Ch Day Air Date 2 WPBF W 09/07/16         Air Time Description 2 WPBF W 09/07/16         Start/End Time 8-9PM         Length Ad-ID 30 PRATV1620H           1 WPBF W 09/07/16         8:22 PM Goldbergs         8-9PM         :30 PRATV1620H	Rate Type \$2,500.00 N№ \$2,500.00 N№
39 09/06/16 09/06/16 After Paradise 9-10PM -T :30 2 \$1,800.00 NM Class of Time - Immediately Pre-emptible without notice	
Weeks:         Start Date 09/05/16         End Date 09/11/16         MTWTFSS 2 Spots/Week 2         Rate 2           Spots:         # Ch Day Air Date 1 WPBF Tu 09/06/16         Air Time Description 1 Description 2         Start/End Time 2 Start/End Time 2 Start/End Time 3 Start/End Time 3 PRATV1620H 2         WPBF Tu 09/06/16         9:26 PM After Paradise 3 PRATV1620H 2:30 PRATV1620H 3:30 PRA	Rate Type \$1,800.00 NN \$1,800.00 NN
40 09/06/16 09/09/16 WPBF News 25 5-6:00am 5:00-6:00am -TWTF :30 3 \$200.00 NM Class of Time - Pre-emptible with notice	
Weeks:         Start Date 09/05/16         End Date 09/01/16         MTWTFSS - TWTF         Spots/Week \$200.00         Rate \$200.00           Spots:         # Ch Day Air Date 3 WPBF Tu 09/06/16         Air Time Description 5:39 AM WPBF News 25 5-6:00am 5:00-6:00am 5:00-6:00am 30 PRATV1620H 2 WPBF W 09/07/16 5:38 AM WPBF News 25 5-6:00am 5:00-6:00am 30 PRATV1620H 1 WPBF Th 09/08/16 5:55 AM WPBF News 25 5-6:00am 5:00-6:00am 30 PRATV1620H 1 WPBF News 25 5-6:00am 5:00-6:00am 30 PRATV1620H	Rate Typ \$200.00 Nf \$200.00 Nf \$200.00 Nf
1000	
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Payment Terms 30 Days  Gross Total  Agency Commission	\$66,725.00 \$10,008.75

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